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## ABSTRACT OF THE INVENTION

An improved network content filtering system and method utilize the network address translation functionality of a shared network connection to redirect outgoing packets from a client intended for a destination web server to an access controlling web server instead. Before a session to the destination web server is established, the access controlling web server either approves or refuses the connection, providing a content filtering mechanism. If the connection is refused, the access controlling web server may substitute other content for a filtered URL. In order to identify the client, the shared connection may additionally embed an identifier token in the redirected traffic, so as to customize the filtering action or to facilitate billing functions.